

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
 PROMOTIONAL COORDINATOR
 8899 MAIN STREET
 WILLIAMSVILLE, NY 14221
 (716) 634-4179
 FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

To:	RJR ACCOUNT #: #026040
	MR. F. ATTEA M. ATTEA & BROS.
FAX #:	(716) 822-1669

CC:	K. JURGENSEN
CC:	

****Customer List includes displays for J. Kern and Shosho.**PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	5	1 (ONE CTN)	150
25469	6M		DORAL MEN LT 100	5	1 (ONE CTN)	
25468	6M		DORAL 100	5	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	5	1 (ONE CTN)	

PRODUCT PO # N/A**DISPLAYS / PREMIUMS PO # N/A**

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$6,723.23	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
136	NO. OF DISPLAYS ON CUSTOMER LIST
\$280.00	PACKING PAYMENT (\$14.00 X 20 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
14	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
 (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

51859 6535

WHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162230	477231	ONONDAGA NATION	DBA KEVIN BUCKTOO	NEDROW	NY	13120	4				(315)469-6017
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	2				(716)882-5246
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	3				(716)282-4391
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1				(716)882-8334
162603	162623	819042	RED APPLE	3635 ROUTE 78	STRYKERSVILLE	NY	14145	1				(716)457-3462
162603	162629	745889	REECE MOBIL ONTHERU	1051 HARLEM RD	CHEEKETOWAGA	NY	14227	1	1449-0000			(716)825-0311
162603	162622	197949	JAN'S TOBACCO SHOP	383 BLOOMINGDALE	BASOM	NY	14013	4	3093-0100			(716)542-4006
162603	162626	303562	SMOKIN' JOES #1	2293 SAUNDERS SET	SANBORN	NY	14132	4	3093-0300			(716)297-0251
162603	162626	349196	JAY'S	5446 WALMORE RD	LEWISTON	NY	14092	4	3093-0300			(716)298-5324
162603	162626	349198	RANDY'S SMOKE SHOP	1325 UPPER MOUNTA	LEWISTON	NY	14092	4	3093-0300			(716)297-5636
162603	162626	363986	HANK'S SMOKE SHOP	GARLOW ROAD	LEWISTON	NY	14092	4	3093-0300			(716)297-7255
162603	162626	422076	NO BLANKET	2400 UPPER MOUNTA	SANBORN	NY	14132	4	3093-0300			(716)298-1121
162603	162626	422077	SMOKIN' JOES #4	2420 UPPER MOUNTA	SANBORN	NY	14132	4	3093-0300			(716)298-5717
162603	162622	526968	THE REZ/INDIAN RESV	986 BLOOMINGDALE	BASOM	NY	14013	4	3093-0100			(716)542-2887
162603	162626	579200	SMOKIN' JOES V	2323 SAUNDERS SET	SANBORN	NY	14132	4	3093-0300			(716)297-8495
162603	162626	630311	SMOKIN' JOES #3	4900 INDIAN HILL	LEWISTON	NY	14092	4	3093-0300			(716)754-2209
162603	162626	694032	TUSCARORA TRADING	2390 UPPER MOUNTA	SANBORN	NY	14132	4	3093-0300			(716)298-5379
162603	162626	790191	MIKE'S TRADING POST	2342 PRINTUP RD	SANBORN	NY	14132	4	3093-0300			(716)297-8277
162603	162625	812740	RICOTA'S MARKET	206 ELK ST	BUFFALO	NY	14210	2	NYS			(716)825-9135
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	2	NYS			(716)853-9280
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	4	NYS			(716)823-3036
162606	162623	422357	WOLF'S RUN	12575 ROUTE 438	IRVING	NY	14081	4	3093-0200			(716)532-5646
162606	162623	440187	TRIPLE J TOBACCO	RT. 5 & MILESTRIP	IRVING	NY	14081	4	3093-0200			(716)934-7693
162606	162628	460523	ANTONE'S	101 CENTRAL AVE	SALAMANCA	NY	14779	4	3093-0400			(716)945-2472
162606	162628	480762	BEARCLAW TRADING PS	RT. 280	STEAMBURG	NY	14783	4	3093-0400	0		(716)354-433
162606	162623	521674	OMNI ENTERPRISES II	11326 FARNHAM RD	IRVING	NY	14081	4	3093-0200			(716)934-4739
162606	162623	566892	2 CLANS SMOKE SHOP	RD. #1, PO BOX 24	LAWTONS	NY	14091	4	3093-0200			(716)337-2538
162606	162628	665431	ANTONE'S II	CENTER & BROAD ST	SALAMANCA	NY	14779	4	3093-0400			(716)945-1237
162606	162623	687893	NATIVE PRIDE	ROUTE 20 & MILEST	IRVING	NY	14081	4	3093-0200			(716)934-5130
162606	162225	763489	SENECA ONE STOP #07	5402 W SHORE RD	CUBA	NY	14727	4	2019-0000			(716)968-1125
162606	162628	767863	THE M&M SMOKE SHOP	RT 17 & W. PERIMET	STEAMBURG	NY	14783	4	3093-0400			(716)945-7826
162606	162623	769301	SENECA BINGO	11095 ROUTE 5 AND	IRVING	NY	14081	4	3093-0200			(716)549-4389
162606	162628	324640	SENECA SMOKE & CRAF	688 BROAD ST	SALAMANCA	NY	14779	4	NYS	3093-0400		(716)945-3767
162606	162623	634478	SENECA ONE STOP #01	RTS. 5 & 20	IRVING	NY	14081	4	NYS	2019-0000		(716)934-9524
162606	162623	509388	ROSEINE'S	1832 BUSH RD	GOWANDA	NY	14070	4	NYS	3093-0200		(716)532-5833

PAGE BREAK TOTAL ACCOUNTS 35 TOTAL QUANTITY 124

TEMPLATE TOTAL ACCOUNTS 35 TOTAL QUANTITY 124

+ 2 Kett

+ 10 Shasho

136

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

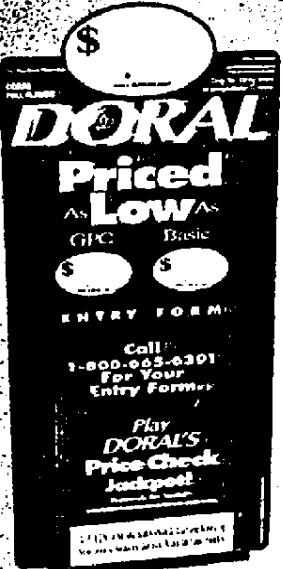
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

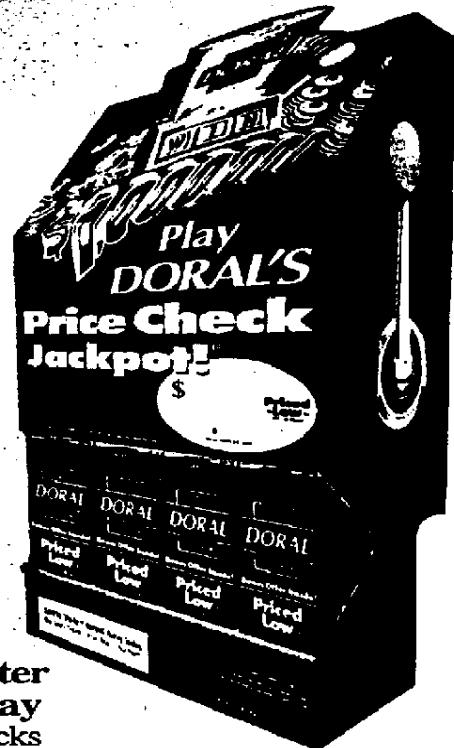
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card
w/Entry Forms



Wobbler



Counter
Display
(40 packs
per display)

Additional Support Pieces:*

Pack Outlet

Small Paster

Cigarette/Tobacco Store Outlet

Large Paster

Banner

Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.